

# **The North Carolina Renaissance Faire**

PO Box 61280

Raleigh, North Carolina 27661

Ph 919-755-8004

April 9, 2000

Mr. Bud Polasek  
WNCN  
1205 Front Street  
Raleigh, NC 27609

*Public  
file*

Dear Mr. Polasek,

*The North Carolina Renaissance Faire would like to thank you for the wonderful coverage your station did of our two yearly events, The Renaissance Rally, which brought in over 2,000 students and educators from all over the greater Triangle, and the NC Renaissance Faire itself. As you know, we are a non profit historical organization dedicated to education in the community. We do this primarily through these two events, but, also do as many school and public appearances as possible and support educators in a variety of ways such as our on line Teachers Guide at our website. We are currently an all volunteer organization so every dollar we raise goes back into our programs.*

*The coverage of our event has meant that we will now be able to expand our classes and workshops for the community and further assist teachers and students in the Triangle. I wish you could have been there to see the smiles and looks of wonder in the eyes of the children at our event so that you could even better understand the value of what we offer to the community and, in turn, what YOU have given to them.*

*Our next Faire will be March 31 & April 1, 2001. Our theme will be "Fools and Love" as we celebrate April Fools Day. We hope we can count on your station's support and coverage again.*

*Thank you for your time, consideration and, most of all, for the continued relationship and support of WNCN. Your station offers true service and value to the community.*

Sincerely,

*Donna L. Varner-Sheaves*

Donna L. Varner-Sheaves  
President

# Artsposure

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Spring Jazz & Art Festival  
First Night® Raleigh  
and The Millennium Celebration

January 10, 2000

Natalie McIver  
NBC-17  
1205 Front St.  
Raleigh, NC 27609

Dear Natalie:

After more than two years of preparation and anticipation, First Night Raleigh 2000, The Millennium Celebration finally arrived! Elated crowds in jam-packed downtown Raleigh streets and venues showed their approval of what was a huge two-day event. Police estimations cite 75,000 people total (December 30-31, 1999) making this the largest audience ever in First Night's nine-year history.

Please accept our enthusiastic thanks for your invaluable contribution in making First Night Raleigh 2000 such a resounding success. It truly was a community effort that required the expertise and cooperation of countless businesses, organizations, and volunteers across eastern North Carolina.

I am proud that Raleigh was able to meet the expectations of so many citizens that looked to the Capital City for a memorable and safe way to welcome the new millennium.

Sincerely,

  
Gigi Donovan  
Marketing Director

*Thanks again for your  
great support. We'll be  
talking to you soon  
about Spring Festival!  
(May 20-21.)*





North Carolina Department of Health and Human Services  
Division of Public Health • Women's & Children's Health Section  
1929 Mail Service Center • Raleigh, North Carolina 27699-1929  
Tel 919-733-7791 • Fax 919-715-3410

Michael F. Easley, Governor

Carmen Hooker Buell, Secretary

September 25, 2001

Bill Gaines  
NBC -17 Television Station  
1205 Front Street  
Raleigh, North Carolina 27609

Dear Mr. Gaines:

Thank you for your participation at our Annual Awards Luncheon on Monday, September 10, 2001. The North Carolina Sickle Cell Syndrome Program truly appreciated your contribution to the success of the luncheon.

The planning committee continues to receive positive feedback regarding the luncheon. Your time and effort was greatly appreciated. Again thank you for assistance in helping us make this luncheon a memorable event.

Sincerely,

*Sandra Cox-Holmes*

Sandra Cox-Holmes,  
Program Consultant



*Public file*

**TRIANGLE**  
AREA CHAPTER

August 30, 2001

Mr. Michael Ward  
General Manager  
WNCN TV/NBC-17  
1205 Front Street  
Raleigh, NC 27609

Dear Mr. Ward

On behalf of the American Red Cross, I thank you and the wonderful staff at NBC-17 for your outstanding sponsorship of the Call to Action Blood Drive on August 28<sup>th</sup>. As a result of your station's efforts, 234 donors responded to the call to action and came to give blood, which allowed the Red Cross to collect 201 units of blood

When you consider that each of the 201 units can be separated and given to as many as three patients, more than 603 lives were saved as a result of your very successful blood drive. Since Labor Day historically marks an increase in blood usage, NBC-17 truly helped make a difference by ensuring that blood will be available when it is needed most.

I would also like to take this opportunity to point out the fact that the Call to Action drive brought in 44 first-time blood donors. This is significant to note since it shows that your blood drive is helping to broaden our donor base by bringing in those who have never donated before. Also, I spoke with many donors who had donated in the past but had not done so recently because they are new to the area or have just gotten out of the habit. This blood drive at the Entertainment and Sports Arena, with the continuing on-air promotions, gave these lapsed donors the incentive and the opportunity to give blood again.

Please extend our deepest appreciation to Lowell Briggs who did a fantastic job organizing this massive blood drive. His enthusiasm and commitment from beginning to end is a tribute to your fine organization.

Our sincere appreciation also goes to Janet Knox and reporters Heidi Deja and Melissa Marsh for their outstanding work in creating motivating stories and promoting the overall event, creating the basis for our great success. We know there were so many of the staff at NBC-17 that worked on the blood drive and we ask you to let them know what a difference their contributions made.

We salute NBC-17 for helping to save so many lives in our community. We are excited about the possibility of this becoming a quarterly event!

Sincerely,

Allison Stroud  
Marketing Communications

cc. Lowell Briggs  
Janet Knox  
Heidi Deja  
Melissa Marsh

*Public file*

**United States Senate**

WASHINGTON, DC 20510-3301

September 6, 2001

Mr. Mike Ward, General Manager  
WNCN-TV  
1205 Front Street  
Raleigh, North Carolina 27609

Dear Mr. Ward:

There has been a lot of coverage of Senator Helms since *the* announcement and I just wanted to let you know how much we enjoyed the special show you all put together for August 22.

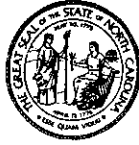
It was fair and unlike some print columns, did not attempt to rewrite history. We especially enjoyed the interviews at the textile mill in Oxford.

Kindest regards.

Sincerely,



James W.C. Broughton  
AA/Chief of Staff



## North Carolina Department of Administration

Michael F. Easley, Governor  
Gwynn T. Swinson, Secretary

N.C. Council for Women  
Peggy Alexander, Interim Executive Director

*Public file*

March 28, 2001

Mike Ward  
WNCN-TV  
1205 Front St.  
Raleigh, NC 27609

Dear Mr. Ward,

I just received a phone call from a woman who saw our Public Service Announcement about Women's History Month. She was thrilled to discover that March was Women's History Month and she wanted to know quite a bit of information about our agency. She ended the conversation with plans to come to our office and get additional information about women's history. This call was very gratifying to me and I wanted to share it with you because you made it happen.

The council is deeply grateful to NBC-17 for producing our PSA. We also appreciate the professional support we received from Natalie McIver. Natalie guided us without taking over our project. Her skillful direction resulted in an informative, visually appealing product.

Thank you for allowing the council to produce this public service announcement. We appreciate your support.

Sincerely,

*April B. Reese*

April B. Reese  
Director of Communications and Education

**Mailing Address:**  
1320 Mail Service Center  
Raleigh, N.C. 27699-1320

**Telephone (919) 733-2455**  
Fax (919) 733-2464  
State Courier #58-82-06

**Location:**  
526 North Wilmington St.  
Raleigh, North Carolina

*An Equal Opportunity/Affirmative Action Employer*



*City Of Raleigh*  
*North Carolina*

*February 7, 2001*

*NBC-17 News  
Micheal Ward  
1205 Front Street  
Raleigh, North Carolina 27609*

*Dear Mr. Ward*

*The City of Raleigh's Human Resources Human Relations Advisory Commission (HRHRAC) and the Community Services Department wishes to express their profound gratitude for your support of the 2001 Awards Banquet. It was enormously successful. This, of course, would not have occurred had it not been for your financial participation, your presence, program participation, your advertisement, or in kind contributions.*

*As this is an annual affair that is growing each year, we hope we can depend on you in 2002. Planning is underway to enhance this event relative to our pursuit of excellence.*

*Do not hesitate to call on the Commission or the Community Services Department should you need us.*

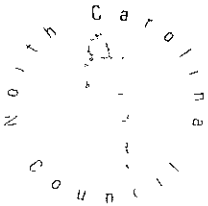
*Sincerely,*

*Gayle Robinson  
Banquet Chair*

*Hardy R. Watkins  
Community Services Director*

*GR/HW c/a*

October 4, 2001



Mr Bill Gaines  
NBC 17  
1205 Front Street  
Raleigh, NC 27609

Dear Bill

Thank you so much for being a part of our Arts and Humanities Month kick-off yesterday. It was an uplifting ceremony, and we appreciate Channel 17 giving it air time.

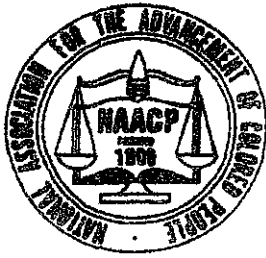
Please feel free to call if the North Carolina Arts Council can be of assistance to you.

Sincerely,

A handwritten signature in black ink, appearing to read "Mary".

Mary B. Regan  
Executive Director





## FAYETTEVILLE BRANCH

*National Association for the Advancement of Colored People*

P.O. BOX 364

FAYETTEVILLE, NC 28302

Phone. (910) 484-6166

Fax: (910) 484-6166



Raymond F. Shipman  
*President*

Bettye H. Brox  
*Secretary*

Wallace Owens  
*Treasurer*

October 10, 2001

*Public file*

NBC17 WNCN-TV  
Attn: Mr. Mike Ward  
1205 Front Street  
Raleigh, N. C. 27609

Dear Mr. Ward:

Thank you for adjusting the schedule for Mr. Bill Gaines. Mr. Gaines presided as Master of Ceremonies for the 13<sup>th</sup> Annual Life Membership Banquet on October 5, 2001, in Fayetteville, N. C.

The banquet was successful due to the popularity of Mr. Gaines and NBC 17 in our area. (It was a sell out). Thank you again for your support and cooperation.

Sincerely Yours,

RAYMOND F. SHIPMAN  
President  
NAACP Fayetteville Branch

VALEREA JONES-RUSS  
Chairperson, Banquet Committee

cc: Mr. Bill Gaines



*"Join The Fight For Freedom"*



**American  
Red Cross**

**TRIANGLE**  
AREA CHAPTER

*public file*

January 14, 2002

Mr. Michael Ward  
General Manager  
WNCN TV/NBC-17  
1205 Front Street  
Raleigh, NC 27609

Dear Mr. Ward

On behalf of the American Red Cross, I thank you and your staff for supporting our Call to Action blood drive on December 28. As a result of your station's efforts, 68 donors responded to the call to action and came to give blood, which allowed the Red Cross to collect 59 units of blood.

When you consider that each of the 59 units can be separated and given to as many as three patients, more than 177 lives were saved as a result of your blood drive. This drive came during the traditionally low collection week between Christmas and New Year, so NBC-17 truly helped make a difference by promoting this drive and our need for blood. The donors at this drive helped ensure that 177 people received life-saving blood product, which was especially helpful considering the winter storm that slowed down collections during the next week.

Even more telling is the fact that NBC-17's support and sponsorship of Call to Action Blood Drives during 2001 brought a total of 388 people to the Entertainment and Sports Arena to give blood. This allowed the Red Cross to collect a total of 348 units of blood at these drives which means that a total of 1044 lives may have been saved through NBC-17's support of our community's blood program.

We appreciate the work of Lowell Briggs and all of the NBC-17 staff who helped promote and support the Call to Action blood drives throughout this past year. Thank you for your station's sponsorship and support of the American Red Cross blood program. We look forward to a continued successful partnership.

Sincerely,

*Allison Stroud*

Allison Stroud  
Marketing Communications

cc: Lowell Briggs

THI

Janice & the 17 Weather Team -

January 8, 2002

I wanted to express my sincere thanks for the weather information you and your staff provided me during the recent snow storm. That information was invaluable as we in "Cory Snow Command" tried to make operational decisions.

Not only was the information accurate, but you guys went way beyond the call of duty.

Thanks again for all your help.

Mike Bajonek  
Public Works Director  
Town of Cory

# IGLESIA BAUTISTA LA LUZ

2110 Trawick Road • Raleigh, NC 27604 • (919) 872-2215

TIM RABON, Pastor

RUDY ALDANA, Pastor Hispano

Dear Mr. Wall,

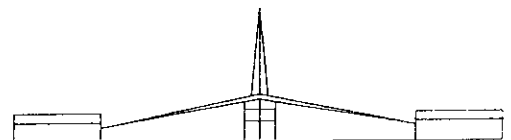
Thank you so much for the opportunity you gave our church to be on television. It was a wonderful chance to let the public know we are in the area. I hope and pray the Lord will use this to reach someone for Him. Thank you for letting the Lord use you and your station for His purpose.

If you ever need help in future events, please let us know.

May God bless you,



Pastor Rudy Aldana



IGLESIA BAUTISTA LA LUZ

Ministerio de First Free Will Baptist Church

Un hogar para su familia

Un corazón para nuestro mundo



**BIG BROTHERS BIG SISTERS**  
*of Durham and Orange Counties, Inc.*  
*Making a Big Difference, One Child at a Time.*

February 27, 2002

Caroline Claeys  
News Director  
WNCN-TV NBC Channel 17  
1205 Front St  
Raleigh, NC 27609

Dear Caroline Claeys.

The "news crew" that NBC 17 sent to cover our event was great, personable and generous with their time. The exposure you provided to our, "Bowl For Kids Sake" resulted in a direct increase in inquiries about our event and the Big Brothers Big Sisters mentoring program.

Publicity is an extremely important facet of "Bowl For Kids Sake," our annual fund raising event. It's an opportunity to recruit Big Brother and Big Sister volunteers as well as providing strong financial support for our local program, making it possible to maintain both the quality and quantity of services to the children in Durham and Orange Counties.

We appreciate the interest and airtime that your station afforded us. The support of leaders in the business community, like you, strengthens the very core of our community character, the essence of our national spirit.

Best regards,

JoAnn Cornis  
BBBS Board Member

To The NBC 17 Meteorologist and Weather System,

This is a letter of appreciation for your full and complete severe weather coverage on Sunday March 31, 2002.

I was alone at my home near Newton Grove, N.C. You gave the map so complete showing small places like Newton Grove, Hobbton, Keener and Clinton. Thank You! Please keep it up.

Another matter I am so concerned about is if you are not in or from Cary or Raleigh, T.V. Channel 5 will ignore you. Never did the meteorologist show smaller areas. We are just as important in the small areas as are larger cities.

I would like for you to put this on your newscast because it is the truth. Channel 50 Fox gave good coverage also.

I am again grateful to you and will continue watching you.

Sincerely,

A handwritten signature in cursive script that reads "Cora E. Lassiter Sutton". The signature is written in dark ink and is positioned to the right of the word "Sincerely,".

Cora E. Lassiter Sutton

*Public  
file*

Mr. Michael Ward  
General Manager, NBC 17  
1205 Front Street  
Raleigh, N. C. 27600

Dear Mr. Ward:

The word "thanks" seems so inadequate to express our feelings for your station's participation in our service yesterday. Your staff went the extra mile to make it happen.

Truly the Lord was glorified by the efforts of all who participated in the service and those who worked behind the scenes. We certainly hope you felt it was a worthwhile endeavor for your station.

I just want to tell you how much I enjoy working with Larry Wall. His enthusiasm is infectious and he brings joy to us all. The guys he had with him yesterday were so courteous and helpful, and they seemed genuinely interested in being there. They represent your station well.

We look forward to working with your staff again. May God continue to bless your station.

Cordially,

*Jan*

Jan Anderson, Chairman  
Capitol Square Easter Sunrise  
Service Committee

*Your anchors,  
Bill and Janice,  
were so gracious,  
and they did an  
outstanding job!*



## Edenton Street United Methodist Church

228 West Edenton Street • Raleigh, N.C. 27603-1790 • Phone 832-7535

April 8, 2002

*Robert F. ...*

Mr. Michael Ward, General Manager  
NBC 17  
1205 Front St.  
Raleigh, N. C. 27609

Dear Mr. Ward:

On behalf of the Edenton Street United Methodist Church congregation and the Easter Sunrise Committee, I want to thank you for televising the Easter service. I am amazed at how many people have made good comments about the broadcast.

Thank you for your service to the faith community.

Sincerely,

*Roger V. Elliott*  
Roger V. Elliott  
Senior Pastor

RVE/dka



**Occoneechee Council**  
**Sequoyah District**  
**Pinewood Derby Committee**

5704 Wintgreen Dr  
Raleigh, NC 27609-4213  
(h) (919) 783-9335  
(e/m) [cfwolfe330@earthlink.net](mailto:cfwolfe330@earthlink.net)

Bill Gaines, NBC-17 Anchor  
1205 Front St  
Raleigh, NC 27609

April 17, 2002

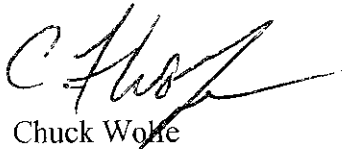
Dear Bill,

On behalf of the Sequoyah District Pinewood Derby Committee, I want to express my sincere thanks for your participation in the District Pinewood Derby on Saturday, April 6, 2002

As a result of your efforts and support of the Derby, the event was a huge success! As a team of volunteers, you registered over 100 boys from 19 packs within the District. We raced 49 Cub Scouts in over 50 races and awarded 30 trophies in all. All of this would not have been possible without your help and direct support.

A heartfelt **Thank you** to each and every one of you from the Derby Committee. We appreciate the support, time and hard work you provided.

Sincerely,



Chuck Wolfe  
Pinewood Derby Chair

***Sequoyah District Pinewood Derby '02***

8017 Knebworth Court  
Raleigh, N. C. 27613  
April 1, 2002

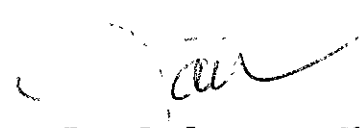
Dear Guys:

Our committee wanted to give you a big "thanks" for your dedication in coming out so-o early Sunday morning to prepare for our Sunrise Service. Your attitude and courteous manner really touched me. It was a witness to me and confirmed to me again how we affect other people by the way in which we respond to our duties.

I hope the service was a spiritual blessing to you. Getting to know the Maker of all things and seeking Him to guide our lives certainly cannot lead us wrong. And He brings many surprises along the way.

May God bless you, your job, and your families.

In Christ,



Jan Anderson, Chairman  
Capitol Square Easter  
Sunrise Service Comm.



"A Historic Church for the 21st Century"

8304 Leesville Road • Raleigh, North Carolina 27613

*Public  
file*

April 3, 2002

Mr. Michael Ward  
General Manager  
NBC-17  
1205 Front St  
Raleigh, NC 27609


Dear Mr Ward

Just a note to thank you and your station for broadcasting the Capital Easter Sunrise Service on March 31. We're grateful that the station would go that "extra mile" in community service to bring the Easter message to people in this area. We are aware of the great investment of resources this requires of your station.

I know that a few hundred in our church alone were watching, and would not have been able to participate otherwise. We have many older and homebound members who were grateful for the opportunity to be a part of this Easter celebration even though they could not be physically present.

We have enjoyed working with Larry Wall. He is such a great person, and it has been a delight to have the opportunity to get to know him. Thanks again for all you and your station mean to our city and region.

Sincerely,

  
Mark T. White, Pastor



**American  
Red Cross**

**TRIANGLE**  
AREA CHAPTER

*Public file*

April 5, 2002

Mr. Michael Ward  
General Manager  
WNCN TV/NBC-17  
1205 Front Street  
Raleigh, NC 27609

Dear Mr. Ward

On behalf of the American Red Cross, I thank you and your staff for supporting another successful Call to Action blood drive on March 13. As a result of your station's efforts, 78 donors responded to the call to action and came to give blood, which allowed the Red Cross to collect 71 units of blood.

When you consider that each of the 71 units can be separated and given to as many as three patients, more than 213 lives could be saved as a result of this blood drive. Also significant is the fact that 10% of those who gave blood at this blood drive were first-time blood donors. This is a high percentage for blood drives and very important to us since these first-timers can become life-time blood donors. Through continued on-air support, NBC-17 is helping us educate the community about the importance of giving blood and convincing new individuals to donate.

The impact of your station's support of our drives is evident when I talk with donors at the events. At the March 13<sup>th</sup> blood drive, I spoke with one couple from Fayetteville who had come to Raleigh because they'd seen the event promoted in the news the evening before. They were just two of the many donors I spoke with who heard about the drive through your station's promotions.

Thank you for your station's sponsorship and support of the American Red Cross blood program. We appreciate the work of Lowell Briggs and all of the NBC-17 staff who helped promote and support our recent blood drive. We look forward to a continued successful partnership.

Sincerely,

*Allison Stroud*

Allison Stroud  
Marketing Communications

cc: Lowell Briggs



A MEMBER OF THE UNC HEALTH CARE FAMILY

June 7, 2002

Dear Mike,

On behalf of the Wake Education Partnership and Rex Healthcare, I would like to thank you for your generous contribution to this community-based public school advocacy organization. I am sure that you are called upon on a regular basis to lend your support to several community-based programs, and I would like for you to know how truly grateful I am for your donation to this organization.

Thanks again and have an enjoyable summer.

Sincerely,

A handwritten signature in cursive script that reads "Suzanne".

Suzanne Magnus  
Marketing Director



**American Red Cross**

**Durham Service Center  
Blood Services Carolinas Region  
4737 University Drive  
#3 University Place  
Durham, NC 27707  
(919) 493-3551**

July 23, 2002

Larry Wall  
NBC-17  
1205 Front Street  
Raleigh, NC 27609

Dear Larry:

I would like to start by thanking you for participating in this year's Marrowthon 2002. With your help, we were able to add 186 people into the National Marrow Donor Program.

Words can not begin to describe how thankful I am to you and everyone who was involved from NBC-17 in this year's Marrowthon. My supervisors were extremely pleased with the way NBC-17 handled everything. The staff was more than willing to do whatever necessary to make this drive a huge success. Although I know that some were disappointed with the final numbers, I ask that you remind everyone that it only takes one person added into the registry to save someone's life. In the past there have been drives as small as 11 people registered with the NMDP that produced a donor.

I wanted to let you know that I have attached a copy of the results from the Marrowthon 2002 donor survey with this letter. Please share this letter and the results with everyone who was involved with the preparation and follow through for Marrowthon.

Again, I would like to give a heartfelt thanks to all. Without your efforts, this year's Marrowthon would not have been possible.

Sincerely,

Carma M. Dickerson  
American Red Cross  
Bone Marrow/Pheresis Donor Recruitment Representative





A MEMBER OF THE UNC HEALTH CARE FAMILY

May 14, 2003

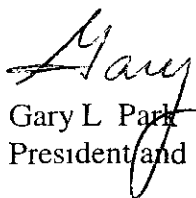
Bill Gaines  
NBC-17  
1205 Front Street  
Raleigh, NC 27609

Dear Bill

I would like to thank you for hosting our Annual Celebration of Service. Your presence added an element of special recognition to our honorees. All of us were extremely impressed with your warmth, your sincerity and your professionalism. Our staff enjoyed being in the presence of a celebrity and it was an evening they will always remember.

Thanks again for sharing an evening with the Rex Family. We are all excited about you joining us again next year – it was a special night for all of us.

Sincerely,



Gary L. Park  
President and CEO

GLP.ct

**Gary L. Park**  
**President and CEO**

4420 Lake Boone Trail  
Raleigh, NC 27607  
919-784-7264  
www.rexhealth.com

**Healthcare for Life**

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Fred "The Hammer" Williamson



## The Spencer Foundation

For Spinal Cord Injury  
Research and Rehabilitation

July 1, 2003

Bill Gaines  
NBC-17 News  
1205 Front Street  
Raleigh, NC 27609

Dear Bill,

As Chairman of the Board of The Spencer Foundation for Spinal Cord Injury Research and Rehabilitation, I would like to thank the many celebrities, sponsors, volunteers and friends that once again helped make the Spencer Foundation Spinal Cord Injury Research Conference, Celebrity Golf Tournament and Gala a tremendous success. I am honored that so many people share The Foundation's commitment of helping prevent, cure and facilitate rehabilitation for spinal cord injuries.

Since The Foundation was established in 1999, we have endowed over \$200,000.00 to support spinal cord injury research and rehabilitation. With your continued support, we truly can improve the quality of life for those with spinal cord injuries and prevent others from the same fate. We are encouraged by the pioneering research of Dr. Wise Young, Dr. Jan Richardson, Dr. Reggie Edgerton, and Dr. Claude T. Moorman.

We are extremely happy that you have joined our commitment toward the eventual prevention and cure of spinal cord injuries. Please mark your calendars for June 25-27, 2004 and help us make the 2004 events the best ever.

Again, on behalf of The Spencer Foundation, I sincerely thank you for your support.

Sincerely,

Maurice Spencer  
Chairman of the Board

MS/llp